DEAR FRIENDS,

The delta and omicron variants of the coronavirus threw us back into uncertainty in 2021, but this time we had vaccines and protocols to follow to help keep us safe. I am proud that Nine PBS was designated a gold-level vaccination organization by the Missouri Chamber of Commerce and Industry because 100% of the Nine PBS team was vaccinated before boosters were recommended.

Regardless of the curve balls we were thrown, we made sure that Nine PBS continued to deliver exceptional service to our community. We found ways to reinvent how we work and communicate within our own teams and with viewers, donors, digital audiences, board members, and others. Thank you for supporting us!

In October, Nine PBS was awarded a grant from the Corporation for Public Broadcasting (CPB) and PBS to extend the reach and impact of PBS KIDS® early learning resources to local communities. In November, we were named a 2021 Bank of America Neighborhood Builders® awardee for our work addressing early childhood learning in the St. Louis community. In addition to our local specials and work in the community, we aired and streamed more of the comforting and inspiring content that our community loves.

Nine PBS is highly regarded throughout the PBS system; in September I was honored to be elected to serve a three-year term on the PBS Board. In February, America’s Public Television Stations (APTS) presented the David J. Brugger Lay Leadership Award to David Steward II, Immediate Past Board Chair, Nine PBS, who was recognized for his critical role in building bipartisan support for federal funding for public media.

We endure because of you—our community. It has been a pleasure to serve you. We are deeply committed to our region and to growing our local work in education, civic engagement, and content—all while staying healthy, performing at the top of our game, staying positive, and being inclusive and fiscally responsible.

Best,

Amy Shaw
President and CEO, Nine PBS
NINE PBS is an essential community institution that fuels positive change in the St. Louis region by telling stories that move us.

MISSION
Igniting the spirit of possibility.

VISION
We envision a strong and healthy community working together through public media.

NINE PBS BOARD OF DIRECTORS

Chair | Mark C. Lindgren
Vice Chair | Cynthia Brinkley
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NINE PBS EXECUTIVE TEAM

Amy Shaw | President and CEO
Angela Carr | Vice President and Chief Impact Officer
Russ Hitzemann | Vice President and Chief Individual Giving Officer
Matt Huelskamp | Vice President and Chief Marketing Officer
Denise Kahle | Vice President and Chief Financial Officer
Chrys Marlow | Vice President and Chief Technology Officer
Kate Midgett | Vice President and Chief Organizational Excellence Officer
Aja J. Williams | Vice President and Chief Content Officer
A new year brought renewed hope, the perfect time to debut a new name and a fresh look. The St. Louis region knows us as its local PBS station; PBS is one of the most iconic brands in the U.S., reaching millions of families every day. So, we combined the strong national brand of PBS with the local legacy of Nine to propel us forward in an ever-changing media landscape.

Our new logo, messaging, and visual elements, represent the essence of who we are today—contemporary, vibrant, hopeful about the future, and as passionate as ever about education and working together to make our region strong.

Through powerful stories, Nine PBS shares diverse perspectives, explores unfamiliar places, celebrates what unites us, and connects us to new ideas. For more than 67 years we have worked to be the essential and relevant institution we are today by telling stories that move us.

After rebranding, we hosted a garage sale to clean out our closets. Held in the Public Media Commons with our neighbor, St. Louis Public Radio, the public was treated to sweet deals on vintage public media swag.

Awareness of the Nine PBS brand keeps growing. In June, Nine PBS partnered with Rockbot Airport TV Network to bring our long-running, Monday night flagship series Living St. Louis to the St. Louis Lambert International Airport. It ran daily on the Rockbot Airport TV Network throughout the airport, making Nine PBS content available to the 16-million travelers who fly through Lambert International every year.
IN 2021

Nine PBS reached more than 95% of all households in the St. Louis region.

Nine PBS ranked number 1 in primetime among public television stations nationwide with the highest percentage of households watching.

More than 300,000 viewers tuned in weekly to Nine PBS (on average).

Source: TRAC Media Services’ 2021 Audience Distribution Report
EARLY EDUCATION INITIATIVE

Guided by the community, our work in early education connects partners, childcare providers, and families with PBS KIDS® resources, opportunities, and information to advance outcomes in our youngest and most vulnerable learners.

In 2021, we made progress on our long-term vision to be a training hub for educators and caregivers across the region to gain fluency using PBS KIDS media, curriculum, and resources to improve the educational experiences of young learners.

Our early education work is supported by Bank of America, Berges Family Foundation, Boeing, Corporation for Public Broadcasting, Dana Brown Charitable Trust, Emerson, FS Foundation, PBS KIDS Ready to Learn, Regional Arts Commission, Raymond H. Wittcoff Foundation, Ameren, Employees Community Fund of Boeing, PNC Grow Up Great, Fred Rogers Productions, James S. McDonnell Family Foundation, Moneta, Pershing Charitable Trust, STEMpact, Saint Louis Art Museum, and Norman J. Stupp Foundation.

TEACHING IN ROOM 9

Nine PBS began Teaching in Room 9 as a response to a call from the community to provide remote learning resources for young children not in school during the pandemic. The Teaching in Room 9 on-air distance classroom airs prerecord lessons from area teachers in literacy, math, science, and related arts, available free on weekdays in most households and online on YouTube.com. Curriculum for each lesson is guided by Missouri state standards and learning objectives that were created specifically for Teaching in Room 9 by the Missouri Department of Elementary and Secondary Education (MO DESE). Nine PBS employs a curriculum design manager to ensures lessons follow MO DESE standards and are highly engaging. Teaching in Room 9 in the Summertime centered on enrichment to combat summer learning loss.

SINCE ITS LAUNCH, TEACHING IN ROOM 9 HAS:

Aired 1,700 episodes

Watched 2.8 million times

Attracted 140,000 viewers aged 2–11
AUDIENCE
Like few other programs on the air for children, Teaching in Room 9 reflects the full diversity of educators from across the region. As a result, the show has been effective at reaching audiences from a broad range of experiences, backgrounds, and identities.

IT TRULY MEANT A LOT FOR MY SON AND COMMUNITY TO SEE SOMEONE WHO LOOKS LIKE US READ A BOOK ABOUT US. I APPRECIATE THE EXCITEMENT YOU PORTRAYED AND HOW YOU CONTINUE TO KEEP VIEWERS ENGAGED EACH TIME.
—Edmonn Maul, parent letter to on-air educator Dr. Albert Sanders

ONLINE EDUCATOR AND CAREGIVER TOOLKIT
Nine PBS’s online Educator and Caregiver Toolkit streamlines resources for educators and caregivers, making it easier to help kids learn and thrive. The widely distributed (in print and as a PDF on ninepbs.org) toolkit includes a schedule of trusted PBS KIDS shows along with learning goals and related activities and resources.

9,018 PAGEVIEWS
5,338 USERS

Source: Google Analytics, January 1, 2021–December 31, 2021
PBS KIDS EDCAMP

Nine PBS’s fourth annual PBS KIDS Edcamp connected educators and caregivers with key PBS KIDS media and curriculum resources to promote early learning. Using an “unconference” professional development model, teachers led their own learning experiences. The opportunity is offered at no cost to attendees and remains accessible to those working in low-income communities. This year’s Edcamp marked a careful return to in-person opportunities and nearly 70 childhood educators were able to join the socially distanced unconference, impacting at least 1,700 early learners.

90% of attendees reported that they see themselves using the ideas and resources they learned at Edcamp

100% of attendees reported that they would like to attend a follow-up event that builds on the ideas discussed at Edcamp

“TODAY I WAS REMINDED OF MY PASSION. MY CONVERSATIONS TODAY REMINDED ME OF WHY I LOVE WORKING WITH CHILDREN AND FAMILIES.”

—Edcamp 2021 participant

Source: 2021 Edcamp attendee survey
IN THE COMMUNITY

PARTNERS
In 2021, Nine PBS provided 657 PBS KIDS Playtime Pads to preschool-aged children in Saint Louis Public Schools, East St. Louis School District 189, and Saint Louis Public Library to fill a gap in digital resources for our region’s youngest learners. These plug-and-play devices are preloaded with music videos, educational games to develop kids’ science, math, social-emotional, and literacy skills, and award-winning PBS KIDS video apps. Most importantly, Playtime Pads can be enjoyed for hours without the internet.

Nine PBS delivered more than 4,700 learning resource kits and 1,400 school supply sets, as well as 1,500 books, thanks to our partnership with St. Louis Black Authors of Children’s Literature. These kits have become an essential way to increase learning at home for children in our region without access to reliable digital devices or the internet.

RAYMOND H. WITTCOFF COMMUNITY ENGAGEMENT FELLOWS
Raymond H. Wittcoff was one of the driving forces behind the creation of public media in St. Louis and across the nation. A founding member of the station, he felt that public television had a responsibility to ensure all people are “as wise as they are powerful.” To carry on his legacy, Nine PBS created the Raymond H. Wittcoff Community Engagement Fellowship program.

These fellows create deeper relationships with those educators, caregivers, and community organizations that need public media most. The first three fellows joined Nine PBS in January to engage with partners working in the highest-need communities in North St. Louis City, North St. Louis County, and East St. Louis with the goal of helping to increase the quality of childcare and education. Three community hubs emerged to support these neighborhoods: Harris-Stowe State University Impact Education Center (pictured below), Wohl Recreation Center, and Lessie Bates Neighborhood House.

THE WITTCOFF FELLOWS’ 2021 IMPACT

50+ FAMILIES SUPPORTED BY COMMUNITY ENGAGEMENT SESSIONS
55+ RELATIONSHIPS FORGED WITH NEW PARTNER ORGANIZATIONS
200+ CONNECTIONS MADE TO EARLY EDUCATION ORGANIZATIONS
2,500 EDUCATIONAL RESOURCES SHARED WITH PARTNERS
6,250+ EARLY LEARNERS IMPACTED
PLAYFUL LEARNING FOR EDUCATORS

Playful learning has been an important way for us to expand the impact of the digital resources we share with students by providing tips to educators on how to meaningfully integrate media into their learning environments. Our Playful Learning for Educators sessions offer an opportunity to discuss important topics, like promoting mental health and how to approach the topics of race and racism with young learners, using Nine PBS-produced content such as our Living St. Louis Special: Talking with Kids about Race and Racism.

In 2021, Nine PBS engaged 215 preschool educators at St. Louis Public Schools and East St. Louis School District 189 in our Playful Learning for Educators series, impacting more than 2,800 early learners.

97% AGREED THAT THEIR UNDERSTANDING OF MEDIA LITERACY INCREASED

95% FOUND THAT OUR RACE AND RACISM CONTENT WAS BENEFICIAL

94% GAINED VALUABLE INFORMATION THEY PLAN TO USE WITH YOUNG LEARNERS

Source: 2021 Playful Learning for Educators attendee survey
"THE LESSONS OPENED MY EYES TO OLD AND NEW IDEAS THAT WERE DORMANT."
—Playful Learning for Educators participant

PBS LEARNINGMEDIA BRINGS CLASSROOM LESSONS TO LIFE

PBS LearningMedia provides educational content online that is perfect for remote learning. Resources are easily searchable by subject, school standard, and grade (prekindergarten, early elementary, upper elementary, middle school, and high school). PBS LearningMedia offers educators access to the best of public media and delivers research-based, classroom-ready digital learning experiences to engage students in exploring curriculum concepts that align with National and Common Core State Standards. There are more than 100,000 digital resources available.

461,900 PAGEVIEWS
151,438 USERS

Source: Google Analytics, January 1, 2021–December 31, 2021

BRIGHT BY TEXTBoosts parents confidence

Nine PBS sent 12,650 localized messages to 1,090 families, impacting 1,360 children—a 25% increase in the number of children impacted over the last year. Of the new subscribers in 2021, 83% agreed that Bright by Text helped them build a stronger bond with their child. After six months, 82% of surveyed subscribers agreed that Bright by Text increased their confidence as a parent or caregiver.

Source: Bright by Text, November 30, 2021
Nine PBS KIDS is the only free, over-the-air 24/7 television service for young children in our region. Curriculum-based PBS KIDS content is unique in the children's media landscape. It exists to excite children, parents, and caregivers about the wonder and possibilities of learning and to help children realize their fullest potential. Content is designed to support kindergarten readiness.

PBS continues to expand its digital footprint and offer viewers additional ways to stream PBS content. The PBS KIDS 24/7 channel was added to most DirecTV packages (except basic) in 2021.

October 7 marked the 25th anniversary of *Arthur’s* first broadcast and the day viewers gained a life-long friend. Since its premiere in 1996, *Arthur* has reinforced values of friendship, honesty, empathy, and respect, with a healthy dose of humor. The series concluded in 2022.

**NEW SERIES IN 2021**

**DONKEY HodIE**

*Donkey Hodie* and her pals inspire kids everywhere to be confident, solve problems, and reach their big goals! The series is inspired by the quirky, funny side of children’s TV pioneer Fred Rogers and his mission to help young viewers navigate the frustrations and challenges of childhood.

It posted the highest TV ratings and reach (2.7 million viewers nationally) of any PBS KIDS series, including 741,000 kids aged 2–8.

*Source: Nielsen NPOWER L+7, 5/3-5/6/2021*

**ALMA’S WAY**

The series was created by actor and writer Sonia Manzano, who positively impacted the lives of generations as “Maria” on *Sesame Street*, breaking new ground as one of the first Latino characters on national television. *Alma’s Way* gives children aged 4–6 the power to find their own answers to their problems, express what they think and feel, and recognize and respect the unique perspective of others.
DIVERSITY, EQUITY, INCLUSION, AND BELONGING

Having a positive, inclusive, and high-performing culture and serving our community are organizational priorities at Nine PBS. On Equal Pay Day in March, Nine PBS was named a top place for women to work by the Women's Foundation of Greater St. Louis. In September, we welcomed six new, diverse members to our Board of Directors who will enable us to advance these priorities.

We value inclusion and strive to represent the communities we serve. In 2021, we joined Public Media for All, a diverse coalition of public media workers, led by people of color, who are raising awareness of the negative effects of a lack of diversity, equity, and inclusion in public media, and sharing solutions. Angie Carr, vice president and chief impact officer, was the first honoree of Public Media for All's Development Award for championing diversity, equity, and inclusion at Nine PBS.

In August, Amy Shaw, president and CEO, and Kate Midgett, vice president and chief organizational excellence officer, were part of the inaugural class of graduates from the Public Media Diversity Leaders Initiative.

Amy Shaw joined the St. Louis Business Journal's 2021 class of Most Influential Businesswomen in August. She was recognized for her influence on public television and the communities we represent and for her stewardship of Nine PBS.

Amy was also named to the executive committee of Focus St. Louis as board chair on July 1. She was recognized as a community leader who demonstrates interest and commitment to Focus's mission to educate and connect leaders and facilitate important conversations in the region. Kate Midgett was selected to represent Nine PBS as a participant in its 2021-22 Leadership St. Louis class.

Additional recognition of work around diversity, equity, inclusion, and belonging was bestowed on Tanisha Joyce, engagement manager, who received LaunchCode's Moonshot Award for her work to create a diverse talent pipeline for minority youth through Nine PBS's Regional Youth Employment Coalition, part of Nine PBS's Pathways to Work initiative.

“Nine PBS has helped me develop a broader understanding and appreciation for the many different voices in our region.”

—Kim Gerth, Nine PBS member
PATHWAYS TO WORK INITIATIVE

Our Pathways to Work initiative focuses on increasing awareness, improving perceptions, and increasing access to resources around high-demand skilled careers—those careers that require some education after high school but not a four-year degree—especially in sectors with local labor shortages such as IT, healthcare, transportation, manufacturing, and the trades.

The target audience is midcareer individuals in the workforce for at least 10 years and young people, aged 14-26, who are considering employment opportunities or entering the workforce to start careers.

Firmly situated within this work for four years, Nine PBS has built a Pathways to Work partner network of 85 community partners and aired content to facilitate a regional conversation around workforce. The workforce has rapidly changed over the past decade, and the pace of this change has only increased during the pandemic. Regular convening with partners kept Nine PBS up to speed on landscape changes, current content needs, and emerging career pathways and training solutions.

THE IMPACT OF OUR WORKFORCE PARTNERSHIPS

- **92%** strongly agreed or agreed that their organization is better able to network and connect with others.
- **75%** strongly agreed or agreed that Nine PBS provides opportunities for innovative thinking surrounding workforce development.
- **62%** strongly agreed or agreed that partnership with Nine PBS provides tools and resources they otherwise would not have.

Source: Community Partner Survey, November 2021
In 2021, Nine PBS’s Pathways to Work initiative

**PRODUCED 13 STORIES**

**AIRED 2,127 TIMES ON AIR**

**VIEWED 2.1M TIMES ON AIR**

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On August 11, Nine PBS hosted the St. Louis Community College’s 2021 State of the St. Louis Workforce Report release event, which was streamed live on Facebook and Twitter. The report examined “Equitable Recovery, Equitable Opportunity, Equitable Growth” and the role that employers, institutions, and individuals can play in helping our region become a talent engine and magnet for workers living in St. Louis.

To explore the real-life stories behind the data, Nine PBS produced the Living St. Louis Special: Pathways to Work, which talked to instructors, employers, and workers about the changes they believe are key to building an equitable regional economy. The special featured Gateway Global, a STEM-based apprenticeship and workforce development program working in the geospatial sector; the St. Louis Internship Program, helping young people develop soft skills; and the Workforce Solutions Group at St. Louis Community College, which is helping individuals upskill and reskill in the trucking industry.

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**LEVEL UP CONFERENCE**

Hosted by Nine PBS’s Regional Youth Employment Coalition (RYEC) from May 4-6, the Level Up Conference focused on teaching high-school students about high-demand skilled career pathways in advanced manufacturing, construction trades, healthcare, and IT.

*The Pathways to Work initiative is supported by Bank of America, GBH, WNET Group, Corporation for Public Broadcasting, Lumina Foundation, and Rung for Women.*
LOCAL CONTENT

No other media organization provides the breadth and depth of local programs and specials. From partnerships with renowned institutions to uniquely St. Louis stories, Nine PBS is the place for all things St. Louis.

LIVING ST. LOUIS

The St. Louis Press Club announced its 2021 list of “Media Persons of the Year” and it included a familiar group of broadcast journalists: the Living St. Louis team from Nine PBS. Accolades went to Jim Kirchherr, executive producer, and producers Anne-Marie Berger, Ruth Ezell, Brooke Butler, and Kara Vaninger for telling important stories about our diverse community. Living St. Louis has been on the air since 2004; episodes air Monday nights at 7 pm. Specials in 2021 included Early Childhood Education and Pathways to Work. Living St. Louis received four regional Emmy nominations in 2021.

DONNYBROOK/DONNYBROOK NEXT UP

Donnybrook got a new set in late 2021! The new yet familiar set features a table and chairs donated by Carol House Furniture, navy board and batten wainscoting on the walls, engineered wood flooring, and new artwork over the mantel. For the purists, the set preserves the brick walls and treasured photographs of founder Martin Dugan, original debater Rich Koster, guest panelist Nan Wyatt, and local sports heroes Ozzie Smith and Bernie Federko. Donnybrook Next Up had interviews with infectious disease experts, legal experts, restauranteurs, arts executives, and even Bob Costas showed up.

FOOD IS LOVE

Season 2 found Chef Lasse Sorensen continuing his quest to dig deep into the stories that make St Louis one of the fastest growing and most dynamic food scenes in the country. Season 2 takes the viewer deeper into the food scene and into more of the kitchens that put St Louis on the map.
CANDY MEN: THE HISTORY OF SWITZER’S LICORICE
In May, former Nine PBS producer Patrick Murphy told the story of how his family, the Murphys and Switzers, met, married, and made candies in St. Louis. Candy Men: The History of Switzer’s Licorice, based on the book of the same name, celebrates St. Louis, resiliency, and the American Dream.

USS ST. LOUIS: CENTURIES OF SERVICE
USS St. Louis: Centuries of Service, produced by Nine PBS in partnership with Soldiers Memorial Military Museum and the Missouri Historical Society, recounts ships named USS St. Louis in the United States military since the founding of our country and follows the current USS St. Louis LCS-19 as she and her crew (pictured below) experience the naval traditions and milestones that take a ship from concept to active service in the U.S. Navy. The poignant stories include triumphs, defeats, pirate battles, christenings, and an escape from Pearl Harbor.

ST. LOUIS MAYORAL DEBATE
Nine PBS, in partnership with 5 on Your Side and St. Louis Public Radio, hosted a Zoom-style debate in February ahead of the primary election for St. Louis mayor. It was livestreamed on partner websites. It was followed in March by a live debate between candidates Tishaura Jones and Cara Spencer. It was the only mayoral debate sponsored by four entities located within the city’s boundaries: Nine PBS, St. Louis Public Radio, KSDK 5 on Your Side, and St. Louis American. Nine PBS’s Senior Producer Ruth Ezell facilitated and served as correspondent, curating questions for the candidates through social media.
SHOW ME THE MUSIC: A CELEBRATION OF THE MISSOURI BICENTENNIAL

Filmed live at The Sheldon in front of a limited capacity audience in May, this musical celebration of Missouri’s bicentennial featured musicians from throughout Missouri, representing a range of musical genres: from blues and ragtime to jazz, R&B, and classical.

ONCE UPON A WINTER

Opera Theatre’s young artists (opposite page, middle) gather on a snowy night to share songs from the season, which included beloved holiday favorites, familiar arias, and music that celebrates new traditions. The special was a coproduction of Nine PBS and Opera Theatre of Saint Louis.

A NEW HOLIDAY/AN INTIMATE CHRISTMAS

Ferguson-made musicals from the LIFE Creative Group, A New Holiday is a Christmas-themed drama about a 10-year-old girl’s journey of hope, joy, and love as she copes with the loss of her beloved grandmother. In An Intimate Christmas, filmed on location at the University of Missouri-St. Louis’ Touhill Performing Arts Center, a rising star is thrown into the lead role of a holiday livestream at the last minute by her overenthusiastic director.

HOMEGROWN SOUL PRESENTS: THE SOUL OF CASH REVENUE

Soul-infused renditions of Johnny Cash’s most iconic recordings, including “Ring of Fire,” “Folsom Prison Blues,” and “Cry, Cry, Cry,” from Ferguson-based singer/songwriter Brian Owens (pictured above), with Soul Sanctuary and special guest Rissi Palmer (opposite page, bottom).

ST. LOUIS TEEN TALENT COMPETITION 2021

Uplifting the youth of our community is one of the things we do best. Twenty-one metro-area high school students competed in the 2021 St. Louis Teen Talent Competition at the Fabulous Fox. Singer Troy Staten Jr. (opposite page, top) from McCluer High School took first place in the competition that aired in May. The broadcast was coproduced by Nine PBS and Fox Performing Arts Charitable Foundation and supported by Grand Center Arts Academy.
ST. LOUIS WOMEN OF ACHIEVEMENT 2021 RECOGNITION EVENT

Ten St. Louis-area women were celebrated for outstanding volunteer service and leadership. The special was filmed at Jazz St. Louis and various Kranzberg Arts Foundation venues in the Grand Center Arts District.

CHEW IN THE LOU

Chew in the Lou is the place to “chew” over the St. Louis food scene, food trends, and food topics with other St. Louisans. As a companion to the new Chew in the Lou website, Nine PBS launched a Chew in the Lou podcast in 2021. Find Chew in the Lou on Facebook, Twitter, and Instagram for the best local food stories, recipes and news from PBS cooking shows.
NATIONAL CONTENT

With singular content, PBS programs shine a light on our shared history, explore the treasures of our natural world, and share world-class performances with millions of Americans.

MASTERPIECE

The viewer-favorite series celebrated its 50th anniversary in January 2021. Masterpiece titles reached 10.8 million national television viewers, a 27% increase over the previous January, and its 2.1 average household rating was a 40% increase. In addition, streaming of Masterpiece episodes was at an all-time high, increasing by 58%, with new series All Creatures Great and Small alone generating 3.6 million streams and Miss Scarlet & the Duke almost 2 million in January 2021.

HEMINGWAY

Hemingway, a three-part, six-hour documentary film by Ken Burns and Lynn Novick, examined the visionary work and the turbulent life of Ernest Hemingway, one of the most influential writers in the United States.

MUHAMMAD ALI

In September, Ken Burns and his team gave us a sweeping portrait of an American icon. The four-part series explored the career, hardships, and life of Muhammad Ali, one of the most consequential men of the 20th century.
**PBS NEWSHOUR**

In addition to its reliable weekly reporting *PBS NewsHour* produced timely specials throughout the year, including *Race Matters: America after George Floyd, American Reckoning, and Raising the Future: The Child Care Crisis.*

**THE BLACK CHURCH: THIS IS OUR STORY, THIS IS OUR SONG**

A moving two-part series on the history and culture of the Black church from executive producer, host, and writer Henry Louis Gates, Jr., was broadcast and livestreamed in February. The documentary traces the 400-year-old story of the Black church in the U.S., all the way down to its bedrock role as the site of African American survival and grace, organizing and resilience, autonomy and freedom, and speaking truth to power.

**AMERICAN VETERAN**

*American Veteran* traced the veteran experience across the arc of American history and explored the present-day divide between civilian and veteran communities. The deeply moving series illuminated the veteran experience and drew civilian viewers into an unfamiliar culture.

**AMERICAN EXPERIENCE: SANDRA DAY O’CONNOR**

The Supreme Court's first female justice was a pioneer who both reflected and shaped an era. She was the deciding vote in cases on some of the 20th century's most controversial issues—including race, gender, and reproductive rights.

**LA FRONTERA WITH PATI JINICH**

PBS invented the cooking genre and continues to broadcast new food-related programming, like this new series from acclaimed chef and James Beard Award-winning host Pati Jinich (from *Pati’s Mexican Table*), where she savors the sights, sounds, and flavors near the U.S.-Mexico border.

**PEANUTS SPECIALS**

Nine PBS aired all three holiday-themed Peanuts classics (Halloween, Thanksgiving, and Christmas). The holiday classics were broadcast free only on Nine PBS and PBS KIDS, in addition to streaming on Apple TV+.

**WASHINGTON WEEK**

Yamiche Alcindor was named the moderator of *Washington Week*, replacing Robert Costa. “This show has an amazing legacy, and I am thrilled to step into it,” Alcindor said. Known for its depth, balance, and civil discourse, *Washington Week* has been broadcast 52 weeks a year since 1967.
COMMUNITY EVENTS

We brought the community together for numerous free events, both virtual and in person, to watch, learn, share, and discuss culture, science, history, the arts, and current events.

USS ST. LOUIS: CENTURIES OF SERVICE SCREENING AND PANEL DISCUSSION

We proudly celebrated the Nine PBS documentary, in partnership with Soldiers Memorial Military Museum, with a screening of the film and a panel discussion in September. It was the first large public event held in the Public Media Commons since fall 2019.

CHEW IN THE LOU LIVE!

In January, we hosted a fun, virtual Chew in the Lou Live! with Christopher Kimball, founder and host of Milk Street Television, about the importance of spices in your cooking.

HEMINGWAY IN ST. LOUIS

In April, in conjunction with the six-hour documentary, Nine PBS’s Jim Kirchherr visited virtually with director Lynn Novick and producer Sarah Botstein to talk about the role St. Louis played in Hemingway’s life.

VIRTUAL STORYTIME WITH PINKALICIOUS AUTHOR

Best-selling author Victoria Kann was live on Facebook to read a story from her Pinkalicious series.

THE BLACK CHURCH: FILM, MUSIC, AND CONVERSATION

This unique Nine PBS virtual event, coproduced with LIFE Creative Group, combined film clips, interviews, stories, and live music with the history and culture of the Black church. Nine PBS Senior Producer Ruth Ezell interviewed St. Louis’s own Brian Owens, singer, songwriter, and community activist, and musicians from Shock City Studios about the region’s Black churches and influence on gospel music.

PARENTS AND EDUCATORS EVENTS

Nine PBS held various virtual parent and educator nights throughout the year to share PBS KIDS® resources, which help build kids’ social and emotional learning, literacy, STEM, social studies, and art skills.
ST. LOUIS WORKFORCE VIRTUAL DISCUSSION

The workforce and the economy were all over the national news in 2021. In November, Nine PBS’s Senior Producer Ruth Ezell hosted a panel conversation, which dug into how national trends in reskilling, the gig economy, and inequity are affecting people in the St. Louis region.

UNMUTE YOURSELF BEER COLLABORATION

In late November, we released our beer collaboration with 4 Hands Brewing Company. Unmute Yourself, a crisp lager featuring fresh grapefruit zest and spicy grains of paradise, took center stage outdoors in the Public Media Common, with pretzels, brats, and polka music rounding out a perfect fall day celebrating our great community.
CONTENT ANYTIME, ANYWHERE

STREAMING
Easily accessible on various platforms and devices, most of our content streams free on-demand on our website for a limited time. And, the community can livestream our programs at the time of broadcast at ninepbs.org/live.

SOCIAL MEDIA
Digital-first content, including news, coming attractions, past episodes, and Nine PBS updates and events, is available on Facebook, Twitter, Instagram, YouTube, LinkedIn, and TikTok.

NINE PBS PASSPORT
Members of Nine PBS enjoy extended access to PBS programs after regular streaming rights have expired by activating Nine PBS Passport. Subscribers have access to select entire seasons at the time of the premiere episode.

YOUTUBE TV
Content from Nine PBS and Nine PBS KIDS channels can be found on this subscription-based service. Options include livestream or on-demand viewing.

PRIME VIDEO
This subscription-based service from Amazon offers nearly 1,000 hours of award-winning programming from PBS. Content includes Masterpiece, Nova, PBS KIDS, documentaries, and more.

PODCASTS
Donnybrook and Donnybrook Next Up are available on your favorite podcast network the day of broadcast, allowing you to listen to the lively discussion taking place every week. We launched a Chew in Lou podcast in 2021 to talk gadgets, gizmos, seasonal foods, restaurants, and much more.

IN 2021: 10.2 MILLION IMPRESSIONS ACROSS ALL PLATFORMS
Sources: Facebook Insights, Twitter Analytics, YouTube Studio, Instagram Insights, Sprout Social
FOUR DISTINCT CHANNELS

NINE PBS
Our flagship channel (9.1 and corresponding cable and satellite channels) offers the best of PBS’s national programs as well as other public media programming, plus local programs on regional topics.

NINE PBS KIDS
Nine PBS KIDS® is the number one educational media brand for kids. Our 24/7 children’s channel features online streaming, interactive gaming features, and weekend family nights.

NINE PBS WORLD
The channel brings viewers into the heart of communities that make up our diverse nation with powerful content connected to today’s news headlines, scientific advances, historic revelations, and our natural wonders.

NINE PBS CREATE
Watch public television’s best lifestyle series and specials on cooking, travel, home improvement, gardening, arts and crafts, and other interests.

“...SO MUCH OF YOUR PROGRAMMING KEEPS ME INFORMED AND AWARE OF OUR PLANET, PEOPLE, AND ISSUES THAT CONCERN US ALL.

—Yolanda Johannes, Nine PBS member
MEMBERSHIP
We reward our members with exclusive screenings, online libraries of content, special invitations, and discounts. Our members are dear to us; we couldn’t do it without you: nearly 85% of our funding comes from individuals in the St. Louis region.

44,350 MEMBERS AS OF DECEMBER 31, 2021

42%
The percentage of Nine PBS members who show their ongoing support with monthly sustaining memberships.

61%
Members eligible to stream Nine PBS Passport.

EXTENDED LIBRARY OF COOKING AND TRAVEL SHOWS
On September 1, Nine PBS members with Passport were able to stream episodes of favorite cooking series, including America’s Test Kitchen, Cook’s Country, Simply Ming, Christopher Kimball’s Milk Street, and Lidia’s Kitchen, and get their travel fix with Real Rail Adventures, Rick Steves’ Best of the Alps, and Rick Steves’ Europe Awaits, and more.

“WE HAVE VALUED NINE PBS AND PBS NEWSHOUR EVER SO MUCH DURING THE PAST FEW YEARS, WITH ALL THE COUNTRY HAS BEEN THROUGH.”
—Richard McFall and Kathleen Kremer, Nine PBS members
As COVID-19 variants spread, our volunteers’ safety remained top of mind. With COVID protocols in place, they were able to assist in small events and with mailings at home. We are grateful for our loyal volunteers; we could not achieve our goals without them. Every year we host a volunteer appreciation night to honor these individuals who brighten our lives and help us tell the stories of our region. The theme of the 2021 event was “Together Again.”
THANK YOU TO OUR COMMUNITY OF SUPPORTERS!

Your support sustains Nine PBS for future generations. Nine PBS was the first public television station licensed to the community. This history lives on in our work today: strengthening civic life through programs and services that reflect the people of our region.

ninepbs.org/support

All gifts as of June 30, 2021.

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*deceased
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Missouri Department of Higher Education and Workforce Development
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Missouri Humanities Council
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## Financial Summary Fiscal Year 2021

**Audited year ending June 30, 2021**

### Revenues and Support

<table>
<thead>
<tr>
<th></th>
<th>Without Donor Restrictions</th>
<th>With Donor Restrictions</th>
<th>2021 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual contributions</td>
<td>$4,340,311</td>
<td>$3,004,796</td>
<td>$7,345,107</td>
</tr>
<tr>
<td>Government support</td>
<td>1,856,573</td>
<td>532,605</td>
<td>2,389,178</td>
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<tr>
<td>Corporate and foundation support</td>
<td>41,954</td>
<td>621,278</td>
<td>663,232</td>
</tr>
<tr>
<td>Community engagement revenue</td>
<td>76,272</td>
<td>1,484,891</td>
<td>1,561,163</td>
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<tr>
<td>Production and other revenue</td>
<td>1,672,563</td>
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<td>1,672,563</td>
</tr>
<tr>
<td>Change in FMV-perpetual trust</td>
<td>1,336,499</td>
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<td>1,336,499</td>
</tr>
<tr>
<td>Net assets released from restrictions</td>
<td>5,272,040</td>
<td>-5,272,040</td>
<td>—</td>
</tr>
<tr>
<td><strong>Total revenue and support</strong></td>
<td><strong>13,259,713</strong></td>
<td><strong>1,708,029</strong></td>
<td><strong>14,967,742</strong></td>
</tr>
</tbody>
</table>

### Expenses

#### Program Services

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>2021 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td>3,540,893</td>
<td>—</td>
<td>3,540,893</td>
</tr>
<tr>
<td>Production</td>
<td>1,454,635</td>
<td>—</td>
<td>1,454,635</td>
</tr>
<tr>
<td>Community engagement and education</td>
<td>1,652,366</td>
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<td>1,652,366</td>
</tr>
<tr>
<td>Public information</td>
<td>1,217,434</td>
<td>—</td>
<td>1,217,434</td>
</tr>
<tr>
<td><strong>Total program services</strong></td>
<td><strong>7,865,328</strong></td>
<td>—</td>
<td><strong>7,865,328</strong></td>
</tr>
</tbody>
</table>

#### Supporting Activities

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>2021 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development</td>
<td>3,043,049</td>
<td>—</td>
<td>3,043,049</td>
</tr>
<tr>
<td>Administration</td>
<td>1,235,250</td>
<td>—</td>
<td>1,235,250</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>12,143,627</strong></td>
<td>—</td>
<td><strong>12,143,627</strong></td>
</tr>
</tbody>
</table>

### Increase in Net Assets

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th>2021 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in net assets</td>
<td>1,116,086</td>
<td>1,708,029</td>
<td>2,824,115</td>
</tr>
<tr>
<td>Net assets-Beginning of the year</td>
<td>14,806,394</td>
<td>11,885,857</td>
<td>26,692,251</td>
</tr>
<tr>
<td>Net assets-End of the year</td>
<td>15,922,480</td>
<td>13,593,886</td>
<td>26,516,366</td>
</tr>
</tbody>
</table>
REVENUES AND SUPPORT
Audited year ending June 30, 2021

$14,967,742

- Individual contributions: 50%
- Government support: 16%
- Production and other revenues: 11%
- Community engagement: 10%
- Change in FMV-perpetual trust: 9%
- Corporate and foundation support: 4%

EXPENSES
Audited year ending June 30, 2021

$12,143,627

- Program services: 65%
- Development: 25%
- Administration: 10%
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